



HONORED . . . Mrs. G. T. Derouin, Central Torrance residential Community Chest chairman last year, accepts bracelet award from Harbor Area Community Chest chairman Jim Becker at annual Community Chest awards meeting.

Kennedy Wage Proposal Causing Stir in Congress, Retail Areas

By REYNOLDS KNIGHT
The President's proposal of a 25-cent increase in the minimum wage and extension of the law to cover an additional 4.3 million workers is causing considerable consternation not only in Congress but in economic circles.
The American Retail Federation reports that surveys it has conducted indicate that the pending legislation would result in higher prices, an inflationary uptrend, greater competition from foreign imports and a competitive handicap for U. S. exports, and at an inopportune time.

"EXTENSION of the Federal wage law to the community level is considered a serious aspect of the proposal," ARF spokesmen state.
"It appears now that many marginal workers and part-time and student workers would lose their jobs because of the increase, and that firms would be forced to get along with fewer employes or increase selling prices."

THE 4.3 MILLION additional workers are nearly all in retail and service fields that are basically local enterprises, the survey shows. "Thus the imposition of a 40-hour week on such services as retail outlets would in all probability prove a hardship both on the business and the employe," the Federation points out, "since such businesses cannot control employe production on the same basis as a manufacturing plant or other type industry."

The retailer, the Federation feels, must adapt his hours to suit his location and local constitutions, and in a manner which will give his customers—the public—the best possible service. This group feels that he obviously cannot accomplish this under the restrictions recommended under Mr. Kennedy's proposal.

SHOW YOUR WARES—An old adage to the effect that you have to show your products to sell them still holds true, according to a retailing survey conducted by Hallmark Cards, Inc.

Sales of this company's well-known products at retail were in direct proportion to the use of displays, posters, streamers, and window pieces, a study by the greeting card firm revealed last spring. It's also important to get there "furthest with the most."

"The earlier the cards were up in the racks and the more frequent the use of outposts," D. M. Gray, vice president of sales for the Kansas City, Mo. firm, said, "the greater the sales volume."

Outposts, or double displays, are defined as card racks in areas other than the stationery department. Retailers, happily, have noted that these outposts also serve as shopping reminders for products other

than the cards themselves. Easter cards, for instance, in the children's clothing department, remind parents that it's time to shop for junior's spring suit.

SMOKE SIGNALS—A major tobacco company reports it has discovered a reliable new prognosticator of rises and falls in the nation's economy. Industry sales of "roll-your-own" cigarette products rose quite noticeably in the weeks preceding the business slumps of both 1957-58 and 1960, it's observed by Brown & Williamson Tobacco Corp., maker of Bugler kits and other roll-your-own brands. Apparently economy-conscious smokers turn to these lower-cost products as an early belt-tightening measure when layoffs or financial troubles threaten.

However, B&W researchers add, roll-your-own sales are less reliable when it comes to signaling an upturn by a decrease in their volume. It seems many consumers are slower to switch out of the practice when their finances improve, the company's research indicates.

Unfortunately, there's no way to test the theory against the "real big" crash that began in 1929. B&W, now America's fourth-largest cigarette manufacturer, didn't introduce its roll-your-own product line until 1933. Deep depression conditions at that time produced "astronomical" sales, one company veteran recalls.

THINGS TO COME—It's spring again and young love is blooming, even among dolls. A new boy doll has been developed as a boy friend for a teenage girl doll. . . . Dental researchers are testing an electric toothbrush, designed to dislodge food particles by means of a small electrical charge passing through the bristles.

SPIRIT IMPORTS—The nation's grape growers and vintners have found an ally in Sen. Thomas H. Kuchel (R., Calif.) who promises to do everything he can to persuade the executive branch to omit wine and brandy imports from further tariff reductions now being considered in current General Agreement on Tariffs and Trade (GATT) negotiations. The issue affects grape growers and wine producers in California, New York and other states.

Senator Kuchel has pointed out that all grape wines of 20 per cent alcohol by volume have been added to the trade agreements bargaining list, a move strongly opposed by the California congressional delegation.

BITS O' BUSINESS—The nation's farmers realized a net income of \$12 billion in 1960, up from \$11.8 billion in 1959, according to preliminary estimates of last year's figures by the Department of Agriculture.



Rinso
BLUE DETERGENT

GIANT BOX **49¢** PRICE INCL. 10c OFF

Thinflake **29¢**
CRACKERS
1-POUND BOX

- CUCUMBER CHIPS FOODCRAFT FRESH—15-oz. **27¢**
- CHUNK TUNA CHICKEN OF THE SEA 6 1/2-oz. CAN **29¢**
- ITALIAN DRESSING WISHBONE 8-oz. **37¢**
- FRENCH DRESSING WISHBONE 8-oz. **31¢**
- ALL DETERGENT GIANT BOX **79¢**
- FLUFFY ALL GIANT BOX **79¢**
- LUX LIQUID 22-oz. CAN **67¢**
- WISK DETERGENT QUART CAN **77¢**
- SURF DETERGENT GIANT BOX **79¢**
- LUX TOILET SOAP REGULAR BAR **10¢**
- LUX TOILET SOAP BATH BAR **15¢**
- LIFEBUOY SOAP BATH BAR **2 for 33¢**

CENTER CUT

CHUCK ROAST **39¢** LB.

LUCKY BONDED MEATS and USDA CHOICE

- CHUCK STEAK . . . lb. **49¢**
- GROUND BEEF . . . lb. **43¢**
- GROUND CHUCK lb. **59¢**
- BEEF STEW BONELESS lb. **69¢**
- SHORT RIBS OF BEEF lb. **33¢**

BONELESS

Cross Rib Roast **69¢** LB.

ANNOUNCING OUR REDUCED PRICES IN EVERY DEPARTMENT . . . PLUS

SPRINGFIELD **10¢** 303 CAN

APPLE SAUCE

GOLDEN RANCH 15-oz. Loaf **4 FOR \$1**

BREAD

KERN'S **STRAWBERRY JAM** **4 FOR \$1**

12-OUNCE JAR . . .

KOLD KIST—FROZEN **BEEF STEAKS** **10¢** 2-OZ. PKG.

HI-HO Lb. Box **35¢**

CRACKERS

DAIRY FRESH **2lb. Loaf CHEESE**

Pasteurized Process Cheese Spread

69¢

FRISKIES **DOG MEAL** **10 LB. BAG \$1.25** FREE! CAN OF HORSEMEAT IN EVERY BAG

GOLDEN CROWN **BEER** CASE OF 24 12-oz. CANS **\$2.99**

LUCKY BOURBON. **\$3.79** STRAIGHT WHISKEY—FIFTH 86 PROOF

FRESH CUT-UP **FRYING CHICKEN**

Pan Ready lb. **39¢**

LUCKY SLICED **BACON** **53¢** lb.

HALIBUT **59¢** lb. Sliced Northern Steaks

SPARKLING FRESH FRUIT

LOW, LOW PRICE!

Golden-ripe Central America **BANANAS**

DELICIOUS **APPLES**

FRESH **ASPARAGUS**

SPECIAL PANTS 39¢ Cleaned and Pressed

LAUNDERED **SHIRTS 3 FOR 69¢**

1116 Crenshaw Across From Lucky Market

3713 W. 190th Across From General Petroleum

SAV-ON CLEANERS